



*The Feminine Footwear Most Admired
By Discriminating Gentlewomen*

\$3.50

\$4.00

\$5.00



THOUGH they fairly abound with Style, Quality, Comfort and Wear, LA FRANCE Shoes are priced no higher than footwear of unknown brands and uncertain styles.

Make your selections from the wonderful LA FRANCE displays at our stores and you will enjoy that feeling of satisfaction that comes from the knowledge that your footwear is correct in style, supreme in quality—yet modest in price.

The new Gypsy button and lace models are the universal style favorites this season.

The Berberich Guarantee

"Should any pair of LA FRANCE Shoes fail to maintain the BERBERICH standard, we guarantee the customer's satisfaction.
"BERBERICH'S"



Berberich's

Washington's Largest and Most Progressive Shoe House—Established 1868

Main Store
1116-22 7th St.

Branch Store
813 Penna. Ave.